NOVEMBER/DECEMBER 2025

FPE20A/CPE20A — PROFESSIONAL ENGLISH FOR ARTS AND SCIENCES

Time : Three hours Maximum : 75 marks

Shanmuga Industries Arts & Science College T.V.Malai

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is communicative competence?
2. What is summary writing?
3. Define persuasion.
4. What is JAM activity?
5. What is digital competence?
6. Mention any one advantage of video conferencing in interviews.
7. What is script writing?
8. Define 'slogan'.
9. What does MoM stand for?
10. Give two examples of punctuation marks.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss how small group discussions enhance communicative competence.

Or

(b) Explain the importance of listening to TED Talks for comprehension.

12. (a) How do debates improve persuasive skills?

Or

(b) What role do advertisements play in persuasive communication?

13. (a) Explain the role of vlogs in building digital competence.

Or

(b) How does MS Office support academic digital competence?

14. (a) Discuss the importance of imagination in poster-making.

Or

(b) How does script writing develop creativity?

15. (a) Why are circulars important in workplace communication?

Or

(b) How does paraphrasing strengthen academic writing?

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SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss how listening, speaking, reading, and writing together develop communicative competence.

17. Critically analyze product launches as persuasive communication.

18. Examine the significance of digital competence in academic and professional life.

19. Evaluate the role of creativity in producing subject-based short films.

20. Critically assess the importance of punctuation and capitalization in work place writing.

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